

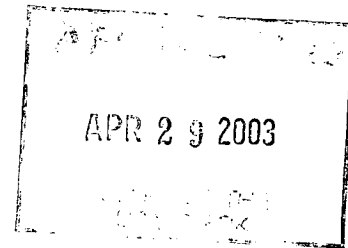
5.5

ECONOMIC DEVELOPMENT DEPARTMENT

CITY OF SACRAMENTO

April 2, 2003

City Council
Sacramento, CA



Honorable Members in Session:

SUBJECT: REQUEST FOR QUALIFICATIONS FOR DEVELOPERS TO PARTICIPATE IN FEASIBILITY ANALYSIS RELATED TO PROPOSED HISPANIC-THEMED COMMERCIAL PLAZA AND RELATED ACTIONS

LOCATION/COUNCIL DISTRICT: Citywide

RECOMMENDATION:

Staff recommends adoption of the attached resolution authorizing: 1) the issuance of a request for qualifications (RFQ) for developers to take part in assessing potential feasibility of a proposed Hispanic-themed cultural and commercial center within the City; 2) convening of a Selection Committee to review responses to the RFQ and select a respondent to participate in the feasibility analysis; 3) Citywide Economic Development staff to negotiate terms of an agreement conveying certain rights to the selected entity for approval by the City Council; and 3) the City Manager to extend the term of a Memorandum of Understanding between the City and the Sacramento Hispanic Chamber of Commerce executed late last year until December 31, 2003.

CONTACT PERSON: Tom Zeidner, Sr. Econ. Dev. Proj. Manager, 264-1931

FOR THE COUNCIL MEETING OF: April 29, 2003

SUMMARY:

The Economic Development staff seeks authorization to issue, in cooperation with the Sacramento Hispanic Chamber of Commerce, a request for qualifications for private sector developers to participate in testing the feasibility of a proposed "Plaza Latina" development within the City of Sacramento. This action is in follow-up to the City Council's approval on November 19, 2002 of a Memorandum of Understanding

Building on Our History - Creating The Place to Be.

between the City and the Hispanic Chamber to undertake a feasibility analysis of a proposed culturally-themed mixed-use project within the City.

BACKGROUND

On November 19, 2002, the Citywide Economic Development staff reported to the City Council that it had been in discussions with the Sacramento Hispanic Chamber of Commerce (SHCC) concerning possible development of a Hispanic-themed commercial and cultural center within the City of Sacramento. At the conclusion of the November 19th hearing, the Council adopted a resolution authorizing the City Manager to execute a Memorandum of Understanding (MOU) with the SHCC to cooperate in assessing the feasibility of the proposed project, tentatively named "Plaza Latina." The MOU called on the parties to undertake "an open and disciplined approach" to assessing the proposed Project's feasibility through steps that were to include, but not be limited to:

- Selection of a Project Planning Committee to steer the analysis process;
- Development of a Project description;
- Definition of the Project concept;
- Consideration of a formal Request for Proposals (RFP) or Request for Qualifications (RFQ) to assist in the performance of the feasibility analysis; and
- Consideration and selection of professionals whose support may be necessary in completing the feasibility analysis.

The Project Planning Committee was formed early on to push the process forward. Committee members included leadership and certain members of the SHCC as well as staff from the Citywide Division of the Economic Development Department. The efforts of the Committee have resulted in the project description and concept becoming much further defined and articulated.

The complete concept, as drafted by the Committee, is included as Attachment I. It envisions the Project as being "a Latin-American marketplace and upscale multi-use commercial/entertainment destination point in the Sacramento Region". The concept contemplates the Project proceeding in two phases, the first of which being a "unique project designed for retail and commercial shopping, dining, and entertainment with prominent display of Hispanic culture, customs and tradition." Phase two is envisioned as a residential development component to be incorporated into the overall Project that will promote "community vitality and affordable housing." The Project's architectural theme is expected to be Spanish, Mission or California Franciscan styles which, in

following a pattern set in Mexico in the early years of Spanish occupation, buildings are arranged around an open square.

Proposed Request for Qualifications

Further definition of the Project concept will require some critical analysis of its market feasibility. Based on in-depth discussions and recommendations of the Project Committee, staff proposes to proceed with a Request for Qualifications (RFQ) process to select a development entity to participate in completing the feasibility analysis. The attached resolution authorizes staff to proceed with publishing the RFQ, receive qualifications statements, convene a selection committee and, based upon the findings of that committee, select a developer to participate in the feasibility analysis.

The RFQ (a draft of which is provided as Attachment II) requests information from interested parties in order to assess respondents' qualifications based upon a set of selection criteria that include:

1. General Experience: overall experience of development team in planning, design, financing, construction and marketing of mixed-use developments; and experience in a lead role in implementing mixed-use projects from initial planning through project completion and operation.
2. Development experience:
 - a. Development projects: experience with urban mixed-use development specifically in regards to project size and complexity; construction style; economic success; overall architectural and design quality; and timeliness of performance.
 - b. Management experience: experience in managing and operating projects containing uses comparable to the proposed development; experience in achieving high quality project maintenance standards.
 - c. Design and planning experience: experience of designated architect and planning & design consultants as evidenced overall quality of previous similar projects.
 - d. Construction and management experience: experience constructing project within established time schedules and within approved construction/development budgets; experience in constructing similar projects.
 - e. Public/private project experience: experience with joint public/private development projects including demonstrated ability to work effectively with public agencies, response to public objectives, and deliver

development projects as initially represented.

- f. Organization, personnel & management: organization of development team indicating clear lines of responsibility, which can be relied upon for effective and responsive action; qualification of key personnel who will participate in the proposed project; experience, qualifications and strength of key contractors, consultants and specialists designated as part of the proposed development team.
1. Financial Capability: overall financial strength of the development team; demonstrated ability to provide necessary capital for predevelopment activities; secure construction and permanent loan financing; provide required equity; and provide funding for ongoing operations (including maintenance, reserves, etc.); and strength of current relationships with financial resources specifically in regards to securing loan commitments from financial institutions.

Submittals will be reviewed and evaluated by a selection committee expected to be composed of the following:

1. Sacramento City Manager (or designee);
2. One representative of the City of Sacramento Redevelopment Agency;
3. At least one member of the Citywide Economic Development staff; and
4. Four members of the Plaza Latina Project Planning Committee.

The attached resolution authorizes formation of the Selection Committee and charges the Committee with selecting the best-qualified development firm to participate in the Project feasibility analysis. The resolution also authorizes City staff to negotiate the terms of an Exclusive Letter of Intent (or similar document) with the entity selected through this process, the terms of which are anticipated to: 1) provide the developer with ownership rights to the feasibility analysis work product; and 2) state the City's desire and intent to expedite the Project through the permitting and approval processes. And, the resolution authorizes the City Manager to extend the term of the MOU with SHCC (which currently is until July 31, 2003) until December 31, 2003 to allow additional time that may be necessary to complete the analysis. Staff will report back to Council concerning the final results of the feasibility analysis and the terms of (and authority to execute) the Exclusive Letter of Intent.

An anticipated schedule for the RFQ and selection process is as follows:

- | | | |
|----|---------------------------|----------------|
| 1. | RFQ issued: | April 30, 2003 |
| 2. | Pre-submittal conference: | May 14, 2003 |
| 3. | Submittals due: | June 13, 2003 |
| 4. | Developer presentations: | June 20, 2003 |
| 5. | Developer selection: | June 27, 2003 |

6. Feasibility analysis, negotiation of
Exclusive Letter of Intent begin: June 30, 2003

FINANCIAL CONSIDERATIONS:

The actions associated with the recommendations of this report have no direct financial impact upon the City. The RFQ process recommended herein does not entail any commitment of City funds to the feasibility study or eventual development of the Project. Any recommendations concerning City financial participation in the Project will be addressed in future reports to Council.

ENVIRONMENTAL CONSIDERATIONS:

The recommended actions are not a project as defined by the California Environmental Quality Act (CEQA) as they do not involve activities may cause a direct or indirect change in the environment (Public Resources Code Section 21065).

POLICY CONSIDERATIONS:

The recommendations contained in this report are consistent with the Economic Development Strategy Framework adopted by the Sacramento City Council in April of 2000, and the MOU between the City and the SHCC, approved by the City Council on November 19, 2003.

The recommendations are similarly consistent with several goals of the City's 2001-2004 Strategic Plan, including: 1) "Enhance and preserve the neighborhoods"; 2) "Establish and strengthen community and regional partnerships to enhance the quality of life"; 3) "Preserve and expand the arts and culture, open space, urban forest, parks, and recreation opportunities; and 4) "Promote and support economic vitality".

ESBD CONSIDERATIONS:

As no goods or services are being contemplated with this report, ESBD considerations do not apply.

Respectfully submitted:


KRISTAN OTTO
Economic Development Manager


BETTY MASUOKA
Economic Development Director (Interim)

RECOMMENDATION APPROVED:


RW ROBERT P. THOMAS
City Manager

Table of Contents:

Attachment I: Project Concept of Plaza Latina (Draft) – Page. 7
Attachment II: Draft RFQ – Page. 11
Resolution – Page. 19

Project Concept of the Plaza Latina

D R A F T

Introduction

For many years, several members of the Sacramento community have dreamed about a “destination” in which the members of the Latino community could gather and enjoy music, food, shopping and the “feeling” of the many countries from Latin America from which their families came to Sacramento. In the 1950s such a project was discussed for the downtown area but never became a reality. Very recently, the idea has again resurfaced and efforts have been initiated to see if a Latin-theme development project could become an integral component of the diverse Sacramento community. To investigate the feasibility of developing such a project the Sacramento Hispanic Chamber of Commerce (SHCC) and the City of Sacramento (“Sacramento”) entered into a Memorandum of Understanding (“MOU”). The specific purpose of the MOU was for the parties jointly to undertake to perform a feasibility analysis to evaluate the development of a mixed use real estate project in the City of Sacramento with a Latin cultural theme plaza that is currently known as “Plaza Latina” (also referred to as the “Project”). The parties are now working diligently within the concepts of the MOU to define and investigate the feasibility of making Plaza Latina a reality. The parties are here tonight to present the basic framework of the concept of the Project to the City Council as an information item and give an update as to the progress that has been made.

Project Concept

The Hispanic/Latino community and especially the Hispanic/Latino business community has a keen interest in seeing a Latin-American marketplace upscale multi-use commercial/entertainment destination point in the Sacramento region. Plaza Latina would be a place to shop, dine, do business, be entertained and learn about the culture of the Hispanic community.

This destination project will be designed and located to serve as a major attraction for the Sacramento area and enjoy notoriety and broad appeal throughout the region. The Project will be a model for economic development and celebration of the diversity of the City. It will further understanding and development of new markets for the large Hispanic

Project Concept of the Plaza Latina

community, attract, and appeal to the community at large to experience and enjoy this unique shopping and dining experience. It is contemplated that the Project will proceed in two phases of development.

Phase I - A unique project designed for retail and commercial shopping, dining, entertainment with prominent display of the Hispanic culture, customs and traditions. The ambience and beauty of the project will encourage both casual meetings for celebrations and entertainment, as well as business meetings, social and charity events.

Phase II. – Residential development within Plaza Latina would promote community vitality and affordable housing for the area. The housing design would feature multi-generational housing in one location. The Hispanic culture encourages elderly parents or grandparents living with the primary family. These unique housing units will encourage the constant flow of people throughout the development.

Location

The project of this magnitude and originality begins with the question of location. Location is clearly an important consideration due to the factors that would mandate the size and type of project. While the final location will be determined by many factors, including the ultimate participants, this committee is currently examining two options for the Project: (1) a general location in an area of the City in which a high concentration of Latin businesses now operate, and (2) a specific parcel of real estate in the downtown area in which the Project would be part of a major re-development effort.

A heavy concentration of Hispanic populated neighborhood areas is a primary consideration. This is not necessarily critical, but would be one important consideration to take into account. Easy access and transportation alternatives are other positive factors.

Architectural Theme

The architecture theme would be a distinctive signature design throughout the plaza with the unique blend of landscaped plants, outdoor activities and attractive art mosaic throughout. The color and the lush tropical plants throughout the plaza that would be an inviting place for outdoor dining,

Project Concept of the Plaza Latina

strolling through the gardens, shopping experiences and space available for cultural entertainment, events and celebrations.

The architecture will be prominently of Spanish, Mission or California Franciscan styles. Following the pattern set in Mexico in the early years of the Spanish occupation, the buildings are arranged around an open square. This arrangement is an ancient form for communal buildings. The plaza will have a large main plaza and pockets of gardens, arcades, or patios. The construction will make use of materials and form that will add variety to facades and other design elements. Stucco, , stone, wood, colonial-roof tiles, red brick and adobe may be shaped and textured in different ways to give the development a sense of patronage and stability. Deciduous and evergreen trees and bushes will be planted according to a landscape plan in order to produce and retain humidity, add shade, color, texture and fragrance and contribute to the free circulation of air around the development, paths and recreational areas. Functional, ornamental and architectural elements will be integrated in patios, cover arcades, gardens, fountains and distinguished features whose high structure may be seen from far away.

Retail and Commercial Business

A well thought out mixture of complementary products and services offered by recognized businesses. The inter-mix of retail and commercial businesses would surround quality and practical anchor stores with Mexican origins, such as Gigante or Famsa. Other traditional anchor stores familiar throughout California may supplement the diversity of the shopping experiences. The retail shops are intended to be a variety of niche market or specialty stores.

The commercial and retail shops would be housed primarily on the ground and second floor levels. The upper levels would include business and professional offices with mini courtyards. Business spaces could be provided to professional services and a combination of non-profit and services for the Hispanic community. Business would include health services to consular, legal and financial services to dining experiences that facilitate community interaction. Hispanic organizations will be invited to locate in the plaza to provide services and products especially those dealing directly with commerce, economic development and entrepreneur counseling.

Project Concept of the Plaza Latina

Garden or open space pockets such as outdoor cafes and open seating areas invite people to coexist, chat and form friendships. All kinds of traditional Latin American, American and International cuisines will be offered in a food court.

Entertainment, Art and Cultural Attractions

The Project Planning Committee envisions the Plaza Latina as a space with character, ideal for festive expressions and where the arts and entertainment becomes alive with color, music, food, dance and singing. Promotions include cultural and traditional celebrations, art-shows and events. Organize seminars, conferences and expositions with local and national arts and culture organizations. The Project will have space such as a theater or conference facilities will be integrated into the architectural design of the plaza.

The open space will accommodate entertainment activities. Open areas will feature mimosa, magicians and clowns and other entertainers.

Housing

Multi level housing becomes a hallmark feature of the Plaza Latina that will attract many types of residents and may include multi-generational families. The site must be ideal for a portion of the housing to include low-income housing. The in-fill project will be attractive due to the residential housing in the development. Some of the residents may work nearby or in the stores, offices and participate in the organization of the entertainment and cultural events. The residents will be invited to volunteer or help in other volunteer administrative jobs. The residents will provide a stable sense of community and their presence constitute a real sense of security throughout the plaza 24-hours a day.

INTRODUCTION

The City of Sacramento Economic Development Department (“City”) in cooperation with the Sacramento Hispanic Chamber of Commerce (SHCC), is pleased to present an opportunity for qualified developers to participate in a Hispanic-themed development project (the “Project”). The objective in issuing this Request for Qualifications (RFQ) is to select a development entity to partner with the City and SHCC in planning and executing the Project. The Project will be a unique opportunity to: 1) feature and focus on Sacramento’s widely recognized cultural and ethnic diversity, particularly as it relates to the Hispanic Community; and 2) to develop a signature project that will be recognized as a center for Hispanic culture and economic development in the region.

City and SHCC objectives in issuing this RFQ are:

- To identify a specific development group with which to negotiate a business relationship for the development of the Project;
- To provide a fair and competitive process by which to select a developer with the capability to achieve a signature project;
- To achieve a premier mixed-use project within the City oriented towards the Hispanic market;
- To serve the needs of the growing Hispanic consumer market in Sacramento; and
- To rely on the marketplace to determine the mix of uses for the Project.

This RFQ provides a brief introduction to the City of Sacramento, SHCC and the Project concept; a description of the submittal requirements; identification of the selection criteria and anticipated schedule for selecting a developer partner. Development firms being considered may be required to provide additional information to assist the City in making a final selection.

The City of Sacramento

The capital of the nation’s most populous state, Sacramento has become a national leader in employment, income and population growth. In recent years, Sacramento has been ranked in numerous national and regional surveys as “one of the best places to live”. A major attraction is the City’s reasonable cost of living, most significantly affected by the area’s affordable housing.

Sacramento’s steadfast economy can be attributed to its diversity. State government adds economic stability through its employment of 80,000 people, primarily located in the downtown area. Sacramento enjoys a thriving private sector whose share of total area employment has steadily increased over the past decade. The growth in non-government

employment has risen due to large corporations discovering the Sacramento region as an ideal place in which to conduct business. These large employers include Hewlett-Packard, NEC, Apple Computers, Intel and Oracle.

In addition to the growth in “high-tech” firms, other significant industries have located or expanded in Sacramento including agriculture and food processing, retail trade, services, tourism and convention, banking, finance and manufacturing. Corporations founded in Sacramento that continue to be headquartered in the area include the McClatchy Company and Raley’s Supermarkets. As the state capital, Sacramento is also home to numerous statewide and national organizations representing various interests.

Healthcare plays an important role in the Sacramento economy and contributes greatly to the area’s well-being, as four large health systems are established in the area. Those include the University of California, Davis Medical Center (located in the City of Sacramento), Sutter Health, Mercy Healthcare and Kaiser Permanente.

Sacramento is well served by transportation networks. Four major highways make Sacramento a major location for warehouse and distribution facilities. Sacramento is also an inland seaport, with the Port of Sacramento providing deep water shipping access for manufactured and agricultural goods. The Sacramento International Airport serves over 7 million passengers annually through its 12 major carriers, providing a 150 flights daily. Public transportation includes light rail and bus networks operated by the Sacramento Regional Transit District.

Sacramento’s numerous parks and outdoor amenities contribute greatly to the area’s quality of life. These include golf courses, horseback riding trails, lakes, rivers and the 26-mile American River Parkway. Sacramento is rich with museums, galleries and cultural facilities, including the Crocker Art Museum, the oldest art museum west of the Mississippi River.

The population of Sacramento is a diverse social fabric. Indeed, in 2002 Time Magazine recognized Sacramento as the most ethnically diverse community in the United States. The richness that this diversity adds to life in Sacramento is manifested in a highly successful “International Market”, located in South Sacramento, containing a large variety of Asian-American shops and restaurants. The Project anticipated through this RFQ will be an opportunity to go a step further in showcasing the rich Hispanic culture, while serving the needs of the largest ethnic market in the Sacramento area. The City of Sacramento is the center of the nation’s 13th largest Hispanic consumer market, with a total population of approximately 800,000 individuals within 211,000 households, generating annual retail sales of \$4.7 billion (Source: Strategy Research Corp).

BACKGROUND

In mid 2002, City staff began a dialogue with leadership of the SHCC concerning possible development of a Hispanic-oriented mixed-use project. The concept that has

emerged from these discussions has tentatively been named "Plaza Latina". It is envisioned as a signature development, to be designed and constructed in a manner to showcase the rich Hispanic-American culture. The Project concept and its various components, are more fully described in Attachment I to this document.

As these discussions and project concept have progressed, the participating entities realized a need to formalize their relationship and respective roles. Thus, in November 2002, the Sacramento City Council approved a Memorandum of Understanding (MOU) between the City and SHCC related to the Plaza Latina effort. The MOU calls on the parties "to work cooperatively to perform a feasibility analysis concerning the development of the Plaza Latina concept". The MOU charges the parties to undertake an open and disciplined approach in completing the feasibility analysis. The initial steps in the effort involved selection of a Planning Committee, development of a Project description and articulation of the Project concept. Subsequent steps will involve analysis of the proposed Project's feasibility.

The intent of this RFQ is to select a development entity to participate in further developing the Project concept and assessing its feasibility. The entity chosen through this process will negotiate the terms of an Exclusive Letter of Intent (or similar agreement) with the City, which will provide the selected developer with important rights related to the resulting work product and assurance of City assistance in executing the Project.

SUBMITTAL REQUIREMENTS

Development firms desiring to be considered for selection are to submit six (6) copies of their qualifications package, numbered serially, containing the information outlined below. In order to facilitate review, please submit information in the following format, identifying each item by number or letter.

- A. Cover Letter: A cover letter addressed to Ms. Betty Masuoka, Assistant City Manager of the City of Sacramento's Economic Development Department should be signed by the authorized representative for the development firm.
- B. Statement of Qualifications: Please address the following in the Statement of Qualifications:
 - 1. The name, address and telephone number of the development firm and the principal person authorized to negotiate on behalf of the firm.
 - 2. Identify the legal entity with which the City should contract and indicate if it is a corporation, individual, partnership, joint venture or other. If the contracting entity is different from the parent corporation, please describe the relationship between them.

3. List the principals of the development firm (corporate officers, principal stock holders, general and limited partners and project manager) including names, addresses, title or position, and description of the character, extent, and percentage interest in the project.
4. Identify and describe any relationship the development firm may have with subsidiaries, joint venture partners and other related projects.
5. Describe the organization and management approach, including the name and role of key individuals who will be involved in the project. Include a summary or resume indicating each person's development experience.
6. Provide a statement substantiating the development firm's ability to manage a team of specialists, including an architecture/design team, engineers, construction managers, builders, financial consultants, marketing & leasing agents and management personnel. The statement should include:
 - a) A description of the development firm's relevant project experience including that of joint venture partners (if applicable) emphasizing experience in major, mixed-use urban projects. Provide a brief description explaining the location, completion date, concept, land uses, construction costs, financing structure and role of and legal relationship between the development firm and operators in each relevant project. Also, indicate the current status of each project and the specific role of the development firm in the project. Provide project photographs, if available; and
 - b) A description of the development firm's and joint venture partners' experience, roles and responsibilities in the ongoing management and operation of urban mixed-use developments. Please indicate the roles and responsibilities of individual firm members.

The City reserves the right to request additional information following review of the initial submission.

C. Statement of Financial Capability

Each submittal must include two (2) copies, numbered serially, of the following "Development Firm's Statement of Financial Capability". The Statement and attached financial information should be submitted in a separate, clearly marked envelope. If relying on the financial capacity of an affiliate or other guarantor, the statement should be submitted for that entity as well. The City will, to the extent of its ability under law, endeavor to keep all financial data in strict confidence and return it upon completion of the RFQ process.

1. *Financial Statement:* include a certified financial statement showing assets and liabilities, including contingent liabilities, fully itemized in accordance with accepted accounting standards. If this information is more than one year old, please include an interim balance sheet that is not more than 90 days old.
2. *Copies of annual reports, financial rating reports, and/or other documents such as corporate or partnership tax returns (2 years) indicating the applicant's financial condition.* If relying on the financial capability of an affiliate or other guarantor, a statement should be submitted for that entity as well.
3. *Personal Financial Statement:* Statements for principals with 20 percent or more interest in the business entity **may be requested** to provide personal financial statements at the request of the City.
4. *List of Property Owned:* Please provide a list of property currently owned and the status of any projects currently under development of construction.

SELECTION CRITERIA

The City and SHCC will evaluate the strength of submittals based on the following criteria as it directly relates to urban mixed-use development, with a focus on Hispanic-oriented projects:

1. General Experience
 - Overall experience of proposed development team in planning, design, financing, construction and marketing of mixed-use developments.
 - Experience of developer in "lead role" related to implementing mixed-use development from initial planning through project completion and operation.
2. Development Experience
 - A. Development Projects
 - Experience with urban mixed-use development specifically in regards to project size and complexity; construction style; economic success; overall architectural and design quality; and timeliness of performance.
 - B. Management Experience
 - Experience in managing and operating projects containing uses comparable to the proposed development.
 - Experience in achieving high quality project maintenance standards
 - C. Design and Planning Experience

- Experience of designated architect and planning & design consultants as evidenced overall quality of previous similar projects.
- D. Construction and Management Experience
- Experience constructing project within established time schedules and within approved construction/development budgets.
 - Experience in constructing similar projects.
- E. Public/Private Project Experience
- Experience with joint public/private development projects including demonstrated ability to work effectively with public agencies, response to public objectives, and deliver development projects as initially represented.
- F. Organization, Personnel & Management
- Organization of development team indicating clear lines of responsibility, which can be relied upon for effective and responsive action.
 - Qualification of key personnel who will participate in the proposed project.
 - Experience, qualifications and strength of key contractors, consultants and specialists designated as part of the proposed development team.
1. Financial Capability
- Overall financial strength of the development team.
 - Demonstrated ability to provide necessary capital for predevelopment activities; secure construction and permanent loan financing; provide required equity; and provide funding for ongoing operations (including maintenance, reserves, etc.).
 - Strength of current relationships with financial resources specifically in regards to securing loan commitments from financial institutions.

SELECTION PROCESS

Development firm qualifications are due on June 13, 2003. The staff of the City of Sacramento Economic Development Department will evaluate all submittals and administer the development firm selection process. A Selection Committee consisting of a minimum of seven qualified members will be established based on the needs and goals of the RFQ. The Committee will review and evaluate the submittals, conduct the interviews and recommend a development team for selection by the City.

It is expected that the Selection Committee will be composed of the following:

1. City of Sacramento City Manager (or his designee);
2. One representative of the City of Sacramento Redevelopment Agency;

3. One representative of the City of Sacramento Economic Development Department; and
4. At least four members of the Plaza Latina Project Planning Committee formed pursuant to the MOU.

The development firm deemed to be most qualified by the Selection Committee will be invited to participate in the Project feasibility analysis and to enter into negotiations with the City of Sacramento concerning the terms of an Exclusive Letter of Intent to undertake predevelopment activities related to the Project. Once a successful agreement is reached, the Exclusive Letter of Intent will be forwarded to the Sacramento City Council for approval. The Exclusive Letter of Intent will contain the terms required by State Community Redevelopment Law, adopted City policy, or commonly required in the industry.

CITY OF SACRAMENTO AND SHCC PROJECT ASSISTANCE

The City of Sacramento is prepared to commit various resources to the successful execution of the Project. These include:

- Assistance in securing all necessary Project permits, approvals and entitlements. In the event the Project is to be located within a redevelopment area, subject to the requirements of State Community Redevelopment Law, the City can assist with site acquisition and assemblage. Certain redevelopment areas within the City may also provide subsidized tax increment financing for the Project.

The SHCC is prepared to assist the Project through its extensive business, community and marketing networks.

SCHEDULE

The following is an estimated schedule for selecting a development team to participate in the Project:

RFQ Issued	April 20, 2003
Pre-submittal conference	May 14, 2003
Developer proposals due to City	June 13, 2003
Developer Presentations	June 20, 2003
Developer Selection	June 27, 2003

SUBMITTAL DEADLINE

ALL SUBMITTALS MUST BE RECEIVED:

When: No later than 5:00pm June 13, 2003
Where: Office of the City Clerk
730 I Street, 2nd Floor, Sacramento, CA 95814

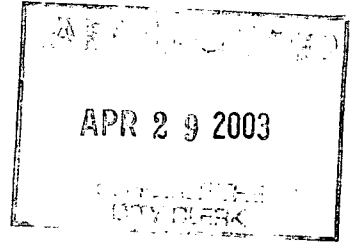
Please submit one original and _____ copies of the submittal. No faxed submittals will be accepted, and late proposals will not be considered.

An informational meeting for all interested applicants will be held May 13, 2003, 1:00 pm, at 1030 15th Street, 2nd Floor, Sacramento. For more information concerning this RFQ, contact Tom Zeidner, Senior Economic Development Project Manager, at (916) 264-1931.

RESERVATIONS AND CONDITIONS

The City reserves the right to reject any and all submissions and to waive any errors or immaterial inconsistencies in the submissions. The City shall be the sole judge of the immaterial inconsistencies, and their decision shall be final. By submitting a response to this RFQ respondents agree to be bound by the selection process described herein. The City further reserves the right to consult and rely upon the SHCC and/or individual members of the Plaza Latina Project Planning Committee in administering the RFQ and selection process.

RESOLUTION NO. 2003-235



ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON THE DATE OF _____

**RESOLUTION AUTHORIZING A REQUEST FOR QUALIFICATIONS
PROCESS SEEKING DEVELOPMENT ENTITIES TO PARTICIPATE
IN ASSESSING FEASIBILITY OF PROPOSED HISPANIC-THEMED
PROJECT AND RELATED ACTIONS**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:

WHEREAS, the City of Sacramento ("City") entered into a Memorandum of Understanding ("MOU") with the Sacramento Hispanic Chamber of Commerce ("SHCC") for a term extending to July 31, 2003, to cooperate in assessing the feasibility of a Hispanic-themed cultural and commercial center ("Project") within the City;

WHEREAS, the terms of the MOU called upon the City and SHCC to form a Planning Committee ("Planning Committee") for purposes of assessing the feasibility of the Project;

WHEREAS, the terms of the MOU required the Planning Committee to review the utility of a formal Request for Qualifications (RFQ) for purposes of seeking other parties whose assistance may be required to adequately assess the feasibility of the Project;

WHEREAS, the Planning Committee has determined that the input of a qualified development entity is necessary to properly assess the Project's feasibility and that such assessment process is likely to extend beyond July 31, 2003.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

SECTION 1.

The City Manager is authorized to issue an RFQ for development entities to participate in analyzing the market feasibility of the Project, and to convene a selection committee ("Selection Committee") to review responses to the RFQ.

SECTION 2.

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

The Selection Committee is authorized to apply the selection criteria specified in the RFQ in selecting a responding development entity ("Selected Entity").

SECTION 3.

The City staff is authorized to enter into negotiations with the Selected Entity concerning the terms of an agreement to: 1) convey ownership rights related to the feasibility analysis work product and; 2) state the City's intent to expedite permitting and approval processes required by the Project.

SECTION 4.

The City staff is directed to return to the City Council with the results of the Project feasibility analysis and the negotiated agreement between the City and the Selected Entity for City Council review and approval.

SECTION 5.

The City Manager is authorized to extend the term of the MOU to December 31, 2003.

MAYOR

ATTEST:

CITY CLERK

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____